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STUDY ON THE PERCEPTION OF INVESTMENTS IN ROMANIA

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Abstract: The perspectives of investment in Romania are examined in this research, with particular attention paid to institutional elements that affect investment behavior, investor confidence, and public sentiments. The study examines how firms and individuals see both local and overseas investment potential using survey data and secondary economic indicators. The findings show conflicting opinions: while investment is linked to economic expansion and job creation, issues with bureaucracy, political stability, and transparency continue to exist. In addition to offering recommendations for enhancing Romania's investment climate, the paper emphasizes the importance of government policy, EU funds, and financial education in fostering investment confidence.

Introduction

One of the key forces behind economic growth, competitiveness, and social advancement in any country is investment. Over the past three decades, Romania's investment dynamics have experienced substantial changes brought about by the country's entry into the European Union, shift to a market economy, and changes in the world economy.

Even with steady economic expansion and easier access to European structural funding, Romania nevertheless faces issues that affect investors' opinions, such as regulatory unpredictability, administrative red tape, and a lack of financial education.

The perception of investment is a complex idea that includes both objective and subjective factors. It relies not alone on macroeconomic measures like GDP growth, inflation, and interest rates, but also on institutional credibility, governance quality, and public trust in financial and political institutions. Understanding how these factors interact is critical for assessing Romania's capacity to attract and retain both domestic and foreign investments.

This study shows how individuals and firms in Romania perceive investment opportunities and constraints, combining survey-based insights with secondary economic data. By exploring patterns of confidence, risk perception, and institutional trust, the paper seeks to identify the main barriers that limit investment potential and the key drivers that could enhance it.

The research also highlights the crucial role of government policy, EU funding mechanisms, and financial education in improving the investment climate and building long-term investor confidence.

The perception of investments in Romania is complex and influenced by various economic, political, and societal factors. This study aims to analyze the current perceptions surrounding investments in Romania, identify the key factors shaping these perceptions, and propose strategies to enhance the country's attractiveness as an investment hub.

Material and method

To understand the perception of investments in Romania, a mixed - methods approach was employed, which includes:

- analysis of academic articles, governmental reports, and economic studies to understand historical context and current trends;
- conducted surveys among population and local businesses to highlight their perceptions, experiences, and concerns regarding investing in Romania (120 people answered this questionnaire);
- researching the investment climate and specific sectors of interest.

Results and discussions

Questionnaire results (sample of 120 respondents) are:

- The majority of survey participants (67.5%) fall into the 18-25 age range.
- The majority of participants (72.5%) earn less than 5,000 Lei per year.
- The research participants demonstrate high educational attainment because 45% of them hold university degrees.
- The majority of participants (74.2%) have no experience with financial instrument investments including stocks and bonds and mutual funds.
- The main obstacles to investment include insufficient financial resources (48.3%) and insufficient knowledge (45.8%).
- Most people view investments as either dangerous but profitable (37.5%) or as a tool for building wealth (24.2%).
- The preferred investment options among respondents include Real Estate at 49.2% and Stocks at 45%.
- The main reasons for investment include starting a business or expanding existing business operations (36.7%) and building personal wealth (35.8%).
- The respondents indicate that investment decisions result from equal parts of rational thinking and emotional factors (47.5%) while also showing a strong preference for rational analysis (44.2%).

Conclusions

The perception of investments in Romania is characterized by optimism and potential, tempered by challenges that need to be addressed.

The country's economic growth, strategic location, and skilled workforce position it as an attractive destination for investors. However, to further enhance the investment climate, Romania must tackle issues related to bureaucracy, corruption, and political stability.

In conclusion, we can say that:

- Romania's investment climate is improving, with significant growth in the technology sector.
- challenges such as bureaucracy and corruption need to be addressed to attract more investments.
- continuous support from the government and EU can enhance investor confidence and economic stability.

As Romania continues to evolve and integrate into the European economy, it has the potential to solidify its status as a key player in attracting both domestic and foreign investments.

With the right strategies and support, the perception of Romania as an investment destination can continue to grow positively, paving the way for a prosperous economic future.